Samsung Galaxy Rush™

Smart to the Touch.

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Objectives

- **Samsung Galaxy Rush™ Overview:**
  - Overview the Device at a Glance
  - Review the Technical Specifications
- **The Experience:**
  - Highlight the Key Features
  - Review Device Benefits and Features
- **Target Customers:**
  - Identify Target Customer Segments
- **Learn More:**
  - Locate the Handset Training
  - Discover the Samsung Mobile Certification
- **Q&A**

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Device Overview

Device at a Glance

- **Operating System:** Android™ 4.0
- **Color:** Ultra Gray
- **Customer Segments:**
  - Multimedia Enthusiasts
  - First-Time Smartphone Users
  - Family Users
- **Tagline:** Smart to the Touch.
- **Product Positioning:**
  The fully customizable Samsung Galaxy Rush™ is a premium smartphone experience at a great price without contracts.

Technical Specifications

Network
EVDO Rev A, Wi-Fi®
1900 mHz

Single-Core Application
1.0 GHz Single-Core
MSM8655

Dimensions
4.48” x 2.38” x 0.48”

Display
3.5” WVGA TFT Screen
320 x 240

Memory
4 GB ROM
Up to 32 GB External MicroSD®

Battery
3.7 Volt, Li-ion, 1750 mAh
Up to 9 Hours Talk Time†
Up to 14 Days Standby Time†

Operating System
Android™ Platform 4.0.,
Ice Cream Sandwich

Messaging
SMS/MMS
Email: POP3/IMAP, Exchange ActiveSync®

Audio
AAC, AMR, AWB, M4A, MID, MP3, OGG, QCP, WAV, WMA

Video
H.263, H.264, MPEG4

Camera
1.3 MP Front-Facing
3.0 MP Rear-Facing
4x Zoom
Video Recorder

Connectivity
Wi-Fi®
Bluetooth®
USB

Others
TouchWiz®
Accelerometer
Spanish
Hearing aid compatible M3

Connectors
MicroUSB
3.5mm Ear Jack

†All usage and standby times are approximate. Battery performance depends on network configuration, signal strength, operating temperatures, features selected and voice, data and other application usage patterns. Internet content/services designed for mobile devices. Many of the services and features described above are network dependent and may require additional subscription and/or usage charges. Not all features are available for purchase or use in all areas. Other conditions and restrictions apply. See carrier for more information.

The Experience

Key Features

- From easy messaging and email management to multiple connectivity and customization options, you'll love the dynamic features of ***Android™ 4.0, Ice Cream Sandwich + TouchWiz®***.

- Easily read messages and view photos on the ***large, brilliant screen***.

- Capture and share every special moment with ***front- and rear-facing cameras***.

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Android™ 4.0 & TouchWiz®

- The easy-to-use Android 4.0 Ice Cream Sandwich platform gives you access to popular Google™ features and apps—such as Gmail™, Google Maps™, and Google+™.

- The TouchWiz® overlay allows you to personalize up to 7 home screens, adding and removing screens, adding widgets and shortcuts to apps.

- With a single Google login, your Gmail, Google Calendar™, contacts, and other Google services are automatically synced. You can also sync your Facebook® calendar and events with the Samsung Galaxy Rush™.

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Large, Brilliant Screen

Enjoy eye-popping colors and sharp text and graphics on the large display, which is ideal for gaming and entertainment.

Capture and Share

- It’s simple to capture those special moments and share pictures and video with friends on the front- and rear-facing cameras.
- Have Facebook® or Twitter® installed? Share videos or tweet a funny pic directly from the Gallery.
- Use the front-facing camera to video chat with faraway family and friends via the preloaded Google Talk™ app.

Much More!

- Personalize your phone with apps, ringers, widgets, and more through **Boost Mobile ID**.
- Store your favorite content by adding an optional **microSD® card, up to 32GB**.
- Find familiar features like Gmail™, Google Talk™, and other **Google Mobile™ Services**.
- Spanish speakers can view menus and get predictive text in their native language, thanks to **English and Spanish capabilities**.
- Connect to hands-free kits, headsets, keyboards, and much more with **Bluetooth® Technology 4.0**.

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Target Customers

Multimedia Enthusiasts

“I’m looking for a great Boost phone for playing games and going online. I would like to have a Spanish keyboard setting to make it easier to write messages to my Spanish-speaking parents and other relatives.”

The Samsung Galaxy Rush™ is a smartphone that lets you surf the web and enjoy games, movies, music and more from Google Play™. You can customize your phone quickly with a package of apps, wallpapers and settings from Boost Mobile ID. There are even special packs for entertainment lovers and gamers. You’ll also get predictive text from the Spanish dictionary for easy messaging with the Spanish option enabled in the keyboard.

First-Time Smartphone Users

"Spanish is my native language. I have a basic phone and I want something different. But I still need it to work in Spanish for business emails and staying in touch with mi familia."

The Samsung Galaxy Rush™ is great for Spanish speakers! You can view all the phone menus and options in Spanish and even set the keyboard for predictive text in Spanish. Boost Mobile also offers Mobile ID packs in Spanish that let you fully customize your phone. Check out Lo2Yo Futbol pack, which gives you news about your favorite soccer teams around the world! And since the Galaxy Rush is a smartphone, you have plenty of options for emailing, messaging, surfing the internet and much more.

Family Users

“I’m picking out a phone for my 13-year-old son. I know he loves texting, email and getting on Facebook®, and I love being able to keep a handle on his monthly costs with a pay-as-you-go plan.”

The Samsung Galaxy Rush™ on Boost Mobile’s pay-as-you-go plan gives you the control you need and all the features your son wants. He can sync his Facebook® photos with the phone, or even post photos and videos directly to social networks like Google+™. Messaging and email are fast and easy with the continuous input option on the keyboard, which lets you enter text by tracing a continuous path through the letters of a word. The brilliant screen is great for playing games and watching videos, too, so your son can enjoy all his favorite kinds of entertainment.

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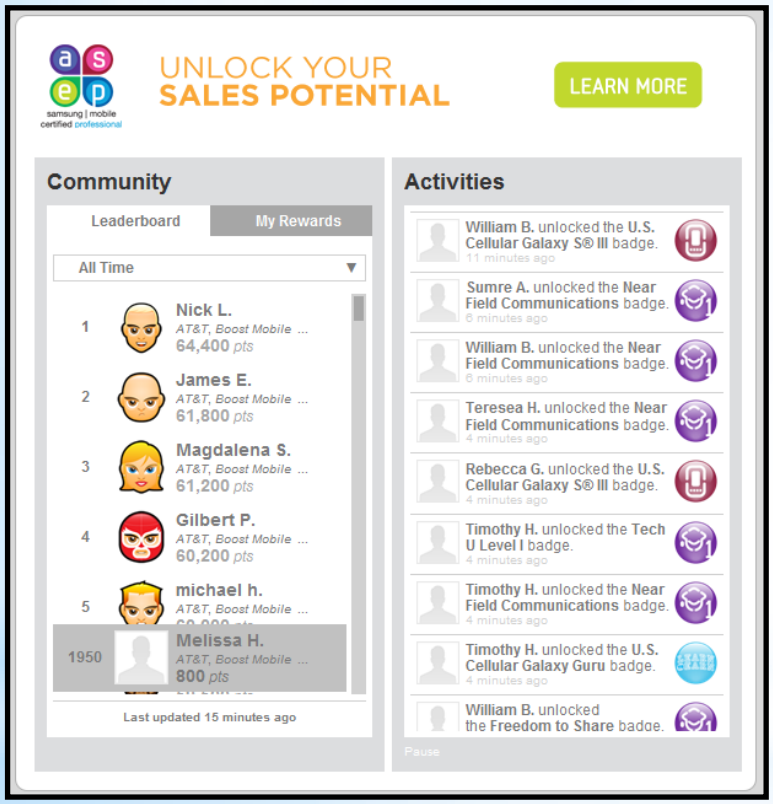
Learn More

Samsung Mobile Certification


UNLOCK YOUR
SALES POTENTIAL
LEARN MORE
Community
Leaderboard
My Rewards
All Time
1 Nick L. AT&T, Boost Mobile ... 64,400 pts
2 James E. AT&T, Boost Mobile ... 61,800 pts
3 Magdalena S. AT&T, Boost Mobile ... 61,200 pts
4 Gilbert P. AT&T, Boost Mobile ... 60,200 pts
5 michael h. AT&T, Boost Mobile ...
1950 Melissa H. AT&T, Boost Mobile ... 800 pts
Last updated 15 minutes ago
Activities
William B. unlocked the U.S. Cellular Galaxy S® III badge. 11 minutes ago
Sumre A. unlocked the Near Field Communications badge. 6 minutes ago
William B. unlocked the Near Field Communications badge. 6 minutes ago
Teresea H. unlocked the Near Field Communications badge. 4 minutes ago
Rebecca G. unlocked the U.S. Cellular Galaxy S® III badge. 4 minutes ago
Timothy H. unlocked the Tech U Level I badge. 4 minutes ago
Timothy H. unlocked the Near Field Communications badge. 4 minutes ago
Timothy H. unlocked the U.S. Cellular Galaxy Guru badge. 4 minutes ago
William B. unlocked the Freedom to Share badge.
Pause

- Keep pace with technology
- Increase confidence
- Improve complex mobile device sales
- Gain recognition
- Earn rewards and incentives
- Achieve industry wide recognition

Q & A

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MicroSD is a trademark of SD-3C, LLC. Other company names, product names and marks mentioned herein are property of their respective owners and may be trademarks or registered trademarks. Screen images simulated. Appearance of device may vary. People and usage fictionalized to demonstrate handset usage in a broad range of circumstances.

Battery power consumption depends on factors such as network configuration, signal strength, operating temperature, features selected, vibrate mode, backlight settings, browser use, frequency of calls and voice, data and other application usage patterns. You must be in the US or Puerto Rico at the time of downloading movies and TV shows via Media Hub.